



FOR IMMEDIATE RELEASE

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RHB Partners AirAsia to Offer BIG Loyalty Points

Selangor – RHB Banking Group (RHB) and AirAsia BIG Loyalty (BIG Loyalty) today entered into a strategic partnership to introduce an attractive, value-added proposition offering a comprehensive loyalty programme that enables RHB customers to accumulate AirAsia BIG Points across selected retail banking products.

The partnership between RHB and AirAsia BIG Loyalty aims to reward Malaysians by making travel and lifestyle aspirations attainable through the loyalty programme, which will enable RHB customers to tap into the BIG Loyalty ecosystem to enjoy BIG Points as the currency for everyday travel and lifestyle products, from flights, hotel, shopping, dining and many other services. The programme is targeted for launch in the first quarter of 2019.

“This partnership introduces an attractive value-added proposition offering a comprehensive loyalty programme that enables RHB customers to accumulate AirAsia BIG Points. It is an opportunity for us to reward our 4 million customers for their loyal support of RHB Banking Group by delivering greater value in their customer journey with RHB offering them greater lifestyle benefit. At the same time, for every Ringgit spent and for selected banking transactions, our customers will be able to stretch the value with reward points which will further provide them with access to exciting travel opportunities under the AirAsia BIG Loyalty Programme,” said Dato’ Khairussaleh Ramli, Group Managing Director, RHB Banking Group.

“For now, this programme would be applicable to selected transactions done locally but over time, we will extend these to regional and international transactions as well,” he added.

“This partnership with RHB strengthens our lifestyle and financial pillars while fortifying our BIG Points ecosystem. By transforming daily banking processes into a way to earn BIG Points, we are bringing even more value to our BIG Members as we help make their travel and lifestyle dreams come true, and we also look forward to expanding our Malaysian membership base with this strategic alliance,” said Tony Fernandes, Director, BIG Loyalty Sdn Bhd.

In conjunction with this partnership, RHB credit and debit card customers will be given a 1-week priority access to redeem flights at up to 90% off using BIG Points from as low as 500, before it is opened to the public, by contacting RHB Phone Banking at 03-9206 8118, or by downloading the redemption form at www.rhbgroup.com.

Alternatively, customers can also logon to <https://logon.rhb.com.my> to redeem BIG Points. The priority redemption period begins on Monday, 26 November until Sunday, 2 December 2018 on airasiabig.com and AirAsia BIG Loyalty app. RHB customers can enjoy 500 BIG Points for every 3,000 reward points accumulated through RHB Rewards Points Credit Card. This is subject to the type of cards customers are



holding, some of which have multiplier benefits on selected spend categories such as overseas spending and insurance, among others. In addition, customers with RHB rewards points can enjoy a bonus of 50 percent more BIG Points when they make the conversion now until 31 December 2018.

Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division. For more information, please contact Norazzah Sulaiman at 603-9280 2125/ norazzah@rhbgroup.com or Cynthia Blemin at 012-249 4071/ cynthia.blemin@rhbgroup.com. For enquiries in regards to banking, products and services please contact our Customer Care Centre at 603-9206 8118.

About the RHB Banking Group

The RHB Banking Group, with RHB Bank Berhad as the holding company, is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are structured into seven main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, RHB Singapore, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries – RHB Investment Bank Berhad, RHB Islamic Bank Berhad and RHB Insurance Berhad, while its asset management and unit trust businesses are undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. The Group's regional presence now spans ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong/China, Vietnam, Lao PDR and Myanmar.

For more information, please visit www.rhbgroup.com

About AirAsia BIG Loyalty

AirAsia BIG Loyalty was established in November 2011 and is owned and operated by BIG Loyalty Sdn Bhd (formerly known as Think BIG Digital Sdn Bhd), a subsidiary of AirAsia Bhd in collaboration with Aimia Inc. As the loyalty programme for AirAsia, AirAsia BIG Loyalty enables its members to not just enjoy the lowest flight fares across AirAsia's extensive network, but also to redeem many other travel and lifestyle offerings. More than 20 million AirAsia BIG Loyalty Members can earn AirAsia BIG Points on AirAsia flights to over 130 destinations across Asia, Australia, the Middle East and the US, participating hotels as well as retail, e-commerce, travel and lifestyle partners within the region.

The loyalty programme makes all seats redeemable by utilising AirAsia BIG Points. Other member-exclusive privileges include 24-hour priority booking for selected AirAsia sales. AirAsia BIG Loyalty was named the Loyalty Programme of the Year in 2016, and won gold for Best Regional Loyalty Marketing Campaign, Best Use of Direct Marketing, and Best Use of Social at The Loyalty & Engagement Awards 2016. In 2018, it received the Best Use of Technology Award at the 10th Annual Loyalty Conference and Awards. It also took home a gold for Best Loyalty Programme - Travel/Hospitality at Loyalty & Engagement Awards 2018.

The AirAsia BIG Loyalty app is available for download from the Apple App Store and Google Play Store. For more information on the mobile app plus other updates, log on to airasiabig.com or follow AirAsia BIG on Facebook, Twitter and Instagram.

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